



John Goerlich

## Message from our President

Most of us have experienced a wide variety of feelings when exposed to blindness. In seeing blind persons walking on the street we feel great sympathy, wishing there were some way of giving them their sight. Some people are struck with an element of fear because they know that visual failure can strike at any age. For many reasons, we who are sighted are unable to accept the attitude that blindness is a handicap with which millions of people must live but, despite their loss, a large number of them lead self-fulfilling, happy lives.

Today a blind person can be most of the things you can be—psychologist, housewife, mother, student, computer programmer, champion amateur wrestler, journalist, teacher, typist, insurance agent.

Years ago blindness was regarded as something to be ashamed of, and few blind people worked. Less than 10% of blind children were in public schools. Thank God that has changed!

We here at the Toledo Society for the Blind are doing our part. Why don't you accept our invitation to the Society and see these people working happily at gainful, useful employment. If you have not included the Society in your Will, may I urge you to do so. Your attorney knows how to handle it, whether the bequest is cash or property. The Society's attorney also will be happy to assist you, with no charge.

JOHN GOERLICH

President, The Toledo Society for the Blind.

## Why hire a blind person?

The question is not *why*, but *why not!* Many blind and visually handicapped individuals are capable of working in competitive industry but are presently unemployed. To help these people find jobs, the Society for the Blind has a placement service.

This placement service has three major functions. First of all, finding employers who will give a blind person a chance to prove himself. Secondly, with these employers, finding jobs that are capable of being performed without vision. Third, working with the visually impaired person to prepare him for employment and to follow-up after a placement is made to see that he is doing a good job.

There are many jobs available that can be performed without vision. Some of the blind people are currently assembly line workers, mechanics, cooks, housekeepers and machine operators.

If you know of a job a qualified blind person could fill, contact our placement service and they will be happy to assist you. By providing a job for a blind person, you are helping us prove our philosophy—"To help blind people make careers . . . rather than making careers of blindness." Make abilities count; hire the blind and visually handicapped.

## An early reminder about your 1973 holiday cards

We want to thank everyone who complimented the exceptionally beautiful selection of holiday cards available from the Society last year. The value of this program is evidenced by the growing number of orders we receive which, in turn, enables the Society to continue its many "extracurricular" programs not provided for by the United Appeal Funds. Among these are summer camp, eye screening for the young, the community medical eye clinic at St. Vincent Hospital, family nights, help for the blind bowlers and the annual visit from Santa with gifts for our blind children.

For the holidays this year, we feel the Society's card selection is the finest yet. If you would like

## "Do you know what to do when you meet a blind person?"

Really most people are "most" confused.

So you should see the Society's newest film, "What You Do When You Meet a Blind Person."

This is a 13-minute film that shows the right and wrong way of communicating with blind people in everyday situations.

Some member of our staff will be glad to show the picture at one of your group meetings.

The film depicts Phil, a well-meaning but ill-informed sighted person, who meets Jim, who is really blind, on a busy New York street corner. Jim is waiting to cross. At first Phil wants to avoid Jim, but a narrator intercedes and tells Phil that he doesn't know about blind people. To prove his point, we see, in Phil's mind, how he would treat Jim. Both methods are, of course, wrong.

The narrator shows Phil the proper way to help Jim across the street, how to lead a blind person up steps, how to walk with him. Phil discovers that Jim works for a living and that he can be free to use words like "see" and "look." Phil and Jim strike up a friendship and arrange a luncheon date. During lunch, Phil learns more about treatment of blind people; he is shown how to locate articles on the table and he, in turn, shows a waiter how to talk directly to blind people.

The film was a gift to the Society by the Independent Order of Foresters.

to receive samples of these lovely cards, merely fill in the enclosed card and drop it in the mail.

If you choose to order the cards, remember you will be neither charged nor billed for them. Instead, we ask that you make a contribution to the Society. Anything over the amount you normally pay for your holiday cards is tax deductible.

If you wish, the cards may also be imprinted with your name, but please allow \$3.00 for this extra service.

# The Toledo Society For The Blind NEWS

A NEWS LETTER TO HELP YOU BECOME BETTER INFORMED ABOUT THIS RED FEATHER AGENCY

Vol. 9 No. 3—May, 1973

1819 Canton Avenue

Telephone 243-1211

## The "best gift" pays off for all

Russell Deehr, 1210 Ellis St., says, "I am grateful for the things the Society has done for me and my family."

Russell was the first blind person hired by Chevrolet in its transmission plant three years ago.

Office employees of Chevrolet have, for several years, used the money they would usually spend sending Christmas cards to each other, to assist charitable agencies in various ways, such as buying equipment.

Each year they appoint a Recommendation Committee that considers the agencies in which they are interested.

Five years ago this Committee visited our Society and after the tour of our building, offered to buy us a piece of equipment.

### Best gift

Mr. Kirk, Society director suggested, "The best gift you could give the Society would be a job for a blind man."

The idea had not occurred to them.

But they watched Russell at his work and marveled at his dexterity.

They went to the Personnel office at Chevrolet and told what they had seen at the Society. Russell was asked to come to their employment office.

He passed all requirements, other than sight and they were

impressed with the way he used the sight he had.

### Five more employed

Russell was subsequently given a job and, from the precedent he set, five more blind persons are working at Chevrolet.

Russell, age 40, is married and his wife, Patricia, works at the Society.

They have three wonderful children and all have good sight. Both Russell and Patricia lost their sight in accidents as children.

The entire family is active in the many programs of the Society. Russell first worked at the Society caning chairs, and he excelled in this craft. Then, when the Sheltered Industrial Workshop was developed, Russell was transferred there.

## Programs available

The Society is pleased to offer programs for use at your club or group meetings.

Available is a 30-minute color/sound motion picture entitled, "Save your Sight," and it is considered one of the best sight conservation movies.

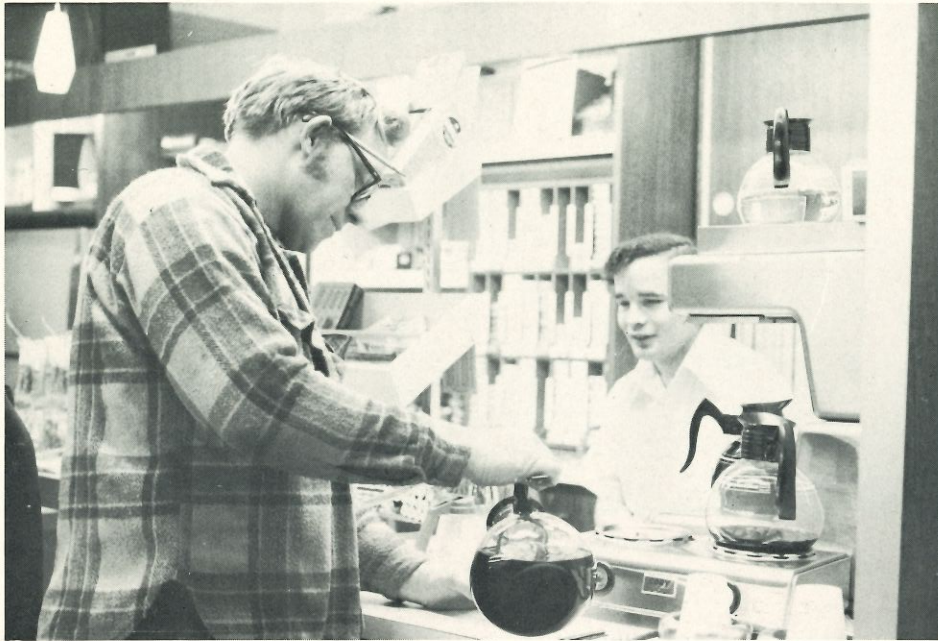
A 45-minute color slide lecture, "The Toledo Society for the Blind," with commentary by Mrs. Jane Leslie, social worker.

In addition, talks and panel discussions are available on request to the Society. If your group or club would like more information on programs available, contact Mrs. Secor Frazier at the Society. Call 243-1211.



Russell Deehr enjoys his work at Chevrolet.





Vending stand operator, Rodney Mason, assists a customer.

## Newest vending stand opens at Toledo Transit Authority

With the recent opening of the new vending stand at the Toledo Area Regional Transit Authority, fifteen blind persons in Northwest Ohio are now self-employed business operators with the assistance and supervision of the Rehabilitation Services Commission, Bureau of Services for the Blind.

What are "vending stands" (when they have reference to those operated by blind persons)? Vending stands vary in size, equipment and goods sold, but basically consist of counters, cabinets, refrigeration for cold drinks, ice cream, soft drink dispensers, coffee makers and, in some cases, various food equipment. A variety of articles may be sold such as magazines, cards, cigarettes and sundry items. The size and type of goods sold depends upon needs of the customers. It may vary from "coffee break" items to the serving of lunches.

Vending stands are located in such places as office buildings,

courthouses and factories where a company or building manager desires such services for employees. The usual cost to the company would be the space and utilities. The Bureau of Services for the Blind provides the cost of installation, equipment and initial stock.

In the meantime, through the Vocational Rehabilitation Program, the bureau counselor evaluates clients who have expressed interest in becoming vending stand operators. Selection of operators is made according to individual qualifications. If needed, clients are provided physical restoration services and readjustment training for activities of daily living. All potential operators are required to have business management knowledge and training. With the personal assistance and supervision of the business enterprise counselor, the new operator has the potential to become self-supporting.

The person responsible for the success of the Vending Stand Program in Northwest Ohio is Mr. C. M. McKinney, business enterprise counselor of the Toledo Office of the Bureau of Services for the Blind. (He may be reached at 536-8334.) Mr. McKinney was associated with the G. C. Murphy Company for 24 years where he also received special training in

management, personnel relations and job training. His last assignment was store manager at Bowling Green for the same company. Mr. McKinney is an active member of the Lions Club and holds membership in the Masonic Hope Lodge #214, Delphos. Mr. McKinney is a member of the Fraternal Order of Eagles and the First Presbyterian Church, Bowling Green. He resides with his wife and three daughters on Haskins Road, Bowling Green.

Vending stands offer self-employment opportunities to qualified blind persons. It is planned to develop three to five new stands per year in Northwest Ohio. There is no guaranteed income. Each operator works for himself, manages the business with the assistance of the business enterprise counselor and retains the profits of the business. Three percent of the gross sales goes into a special fund with the Rehabilitation Services Commission, to assist in providing repairs, new equipment and the cost of establishing new locations.

### VENDING STAND OPERATORS

#### Toledo Area

Rodney Mason, City Transit, 1127 W. Central—TARTA; Alva Bocherding, Safety Bldg., 525 N. Erie Street; Earl Brown, Welfare Bldg., 3055 Monroe St.; Blaine Casebolt, Sears Warehouse, Fearing Street; William Gaffney, Courthouse; Jerman Jasso, U.S. Courthouse & Custom House; Floyd Mitchell, New Federal Bldg., 234 Summit; William Pratt, Post Office Bldg.; Wilford Schroeder, New Federal Bldg., 1st floor; Robert Weather, 720-24 Monroe St., Employment Office.

#### Out-of-Town

Horton Conklin, City Bldg., Sandusky, Ohio; Herbert Haag, Vending Machines, Crestline, Ohio; John McGraw, Teen Dream, Bucyrus, Ohio; Charles Rush, Erie County Courthouse, Sandusky, Ohio; Aldwin Young, Lima Courthouse, Lima, Ohio.



Participants receiving last minute instructions for Braille rally.

## Sports car rally scheduled

The Toledo Society for the Blind and the Northwest Ohio Sports Car Club of America will hold this year's rally on Sunday afternoon, June 3, 1973.

The event, as many co-sponsored by the Society, is designed to help take the blind person out of the isolation of his normally dark world into the glow of current activities.

The unique aspect of a Braille rally is that the navigators, who give the drivers directions, are legally blind people from the Society. They will read the directions in Braille and guide their sighted drivers.

The rally is open to all recognized members of any sports car club. Interested drivers should contact the Society.

## Mrs. Meszaros to be honored

The Society will have a recognition service for Mrs. John Meszaros at the noon meeting of the Downtown Lions Club, May 24, 1973, at the Hong Kong Gardens Restaurant, 219 N. Superior St. Mr. John Goerlich will preside.

In 1966, Mrs. Meszaros volunteered to organize a sight screening program for Amblyopia, commonly known as 'lazy eye.'



Braille transcribers who were recently certified.

## Three transcribers receive certification

Three members of the Temple Sisterhood Braille Group recently achieved certification from the Library of Congress in Washington, D.C. They are:

Mrs. Alan R. Karivan, 4435 Miner Rd.; Mrs. James A. MacLean, 4210 Bonnie Brae Circle; and Mrs. Louis Ratz, 1903 Oakdale.

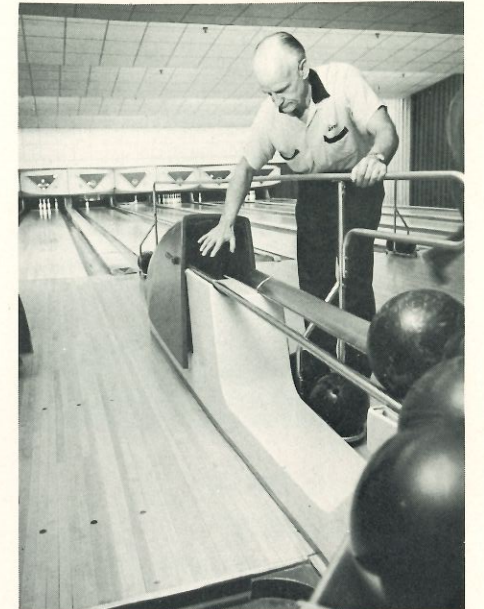
Mrs. Ratz works at the Toledo Society for the Blind as communicative skills instructor in the Rehabilitation Department, and received a grade of 100 on the trial manuscript she submitted. A score of this magnitude is very rare; she is the first person to score 100% in the Toledo area.

The Group now has 17 certified Braille transcribers, and meets every Tuesday morning at the Aldersgate Methodist Church, 4030 Douglas Rd.

If you would like to volunteer as a Braille transcriber, contact The Toledo Society for the Blind. We can always use the help.

This program resulted in a Community Medical Eye Clinic at St. Vincent Hospital to which Downtown Lions Club donated \$5,000 for equipment. Mrs. Meszaros had been serving as executive assistant until her husband retired in December, at which time they decided to do some traveling.

The eye screening program is performed by a group of persons who refer the children for further examination by Toledo ophthalmologists, to Mrs. Meszaros. Approximately 6,000 children have been examined to date.



To complete his spare, Donald Danser awaits the return of his ball.

## Bowling is fun for all

There are two blind bowling leagues operating in Toledo. They bowl every Saturday at 2 p.m. at the Sports Center on Starr Ave. During the bowling season there are approximately 45 bowlers in both leagues. The leagues are self-supporting and transportation is provided by volunteers who also serve as scorekeepers. The president of the Toledo Blind Bowlers is Frank Radwanski. The president of the Buckeye Blind Bowlers is Helen Johnson. There are some very good bowlers in each league with averages between 120-160.

Each year bowlers from all parts of the state meet in an annual tournament. This year it is in Canton, Ohio and in 1974, probably in Toledo.

A few of our bowlers participate in the National Blind Bowlers Tournament, always held in a large city, and, so far, our bowlers have held their own by winning some very nice prizes.

During the summer the Society has a blind and sighted bowling league at the Center. This summer bowling is strictly for fun and to teach blind persons to bowl who have never bowled before.